

# Urban Growth Issues Visioning Session

## Mapping Group Exercise

### 15 November 2003

Three groups participated in the mapping exercise, with approximately 6 participants in each. Unlike previous visioning sessions, all groups were given the same geographic area to consider—an area extending beyond the town for several miles in all directions. Each group was asked to consider one basic question: Given projections for a doubling of population and jobs in the town in the next 30 years, how can the growth be accommodated so as to maintain a high quality of life in the town and also avoid sprawl? More specifically, the groups were asked to consider: (1) How should land next to town be developed/changed during the next 30 years; (2) what should the current edge of Leesburg look like in the future; and (3) what land uses and road links should we have there? The results of the three groups' discussions are presented below. In addition, all three groups reconvened, presented their results and discussed them in a large group; that discussion is summarized in the last section, below.

#### Group 1

1. Tools to accommodate growth/population in town:
  - Provide incentives to developers to redesign strip centers into mixed-use villages in town.
  - Create a new process to make the above happen.
  - New development attracted into town should be concentrated in redevelopment areas.
2. Accommodating growth outside of town:
  - Yes! Population and business growth must be accommodated outside of town as well as in town.
  - Mixed-use developments should be implemented on the west side of Evergreen Mill Road.
  - Schools/libraries/community centers or other focal points should be at the heart of all mixed use developments.
  - JR Festival Lakes should be developed into a campus type development to create a synergy between for schools, parks and libraries.
  - North and west of Leesburg should be preserved as much as possible. This will help keep the character of Leesburg in tact.

- 15 Bypass North between Exeter and Potomac Crossing is a potential site for a village center.
- Village centers in the UGA could be located at the perimeter of the Town boundaries. Village centers should not only accommodate general retail but bio/high tech firms and offices, as well as residences.
- Build approved transportation networks (ex., Crosstrail Boulevard and Battlefield Parkway) to at least keep pace with projected growth. (No consensus on interconnections).

### Group 2

#### 1. Initial points for future growth:

- No power plant.
- Develop tax base.
- Airport as an economic development engine, with adjacent development to include office, industrial, and perhaps a college campus.

#### 2. General land use pattern:

- Some of the anticipated growth should be accommodated in the town.
- More growth could be accommodated in a large and dense mixed-use center south of town in the Dulles Greenway corridor.
- The rest of the anticipated growth should be located elsewhere.

#### 3. Some specific points:

- Mass transit park and ride to be located at the intersection of Dulles Greenway and Battlefield Parkway.
- Mixed-use, high-density transit stop (similar in size and density to Moorefield Station) should be located south of town along Dulles Greenway.
- Provide age-restricted housing as a type of higher density housing.

### Group 3

#### 1. How should land inside the town boundaries be developed/changed?

- "Stratford Area" - 1,000 additional people and mixed use (office and commercial).
- Rt. 15 & Evergreen Mill Road intersection - 3,000 to 4,000 additional people and mixed use and open space (all of this should be divided into thirds).
- Preserve the flood plains with 100' buffer extension.
- Market Street East - High-rise residential (8,000 additional people) and office park/commercial mixed use.

2. How should land outside the town boundaries be developed/changed?
- Adjacent to the Potomac (for the most part)—preserve existing parks in town and Red Rocks (also the park NE of town); preserve Morven Park and O'Connor properties as parks.
  - Floodplain areas from Potomac to Route 15 (and all streams)—preserve as open space.
  - Land from floodplain northward to existing town boundaries should be commercial and park 'n' ride (west of the airport and east of toll road). No consensus for the area west of Evergreen Mill Road, with options of: remain private ownership/agricultural, low density residential, village/hamlet ("cluster residential" type), and mixed use (including "cluster residential").
  - No consensus for the area west of the town, with options of: Remain "As Is," low residential (single family, specifically).
  - The area east of proposed Bolen Park to the floodplain/Market Street should be light industrial (warehouses, for instance).